



March 14, 1996

G. H. MOULTON
Key Account Manager

6500 Jericho Turnpike, Suite 207
Commack, NY 11725
516-499-0254
Fax 516-499-0572
Voice Mail 800-757-8255
Ext. 46958

To: N. Y. Metro ROU
(For All Managers & Reps in Divisions 1223 & 1229)

Subject: Andy's Tobacco (Direct Account #16290) - Forsyth Brand

As information, Andy's Tobacco has accepted an RJR Private Label Brand:

Brand Name: Value Pride

Available: 4/96

Counties: Nassau & Suffolk

Brand Styles:

Lt King
Lt 100
Full Flavor King
Full Flavor Box
Full Flavor 100
Ultra King
Ultra 100
Menthol Lt King
Menthol Lt 100
Menthol Full Flavor King
Menthol Full Flavor 100
Non-Filter

Sales		Retail	
1221		1222	
1222		1223	ALL
1223	ALL	1226	
1224		1229	
1225		FROM	
1226		PC	SC
1229	ALL	MC	PA
1240			
1244		RSM	RBM

Sincerely,

Jim

Jim Mallardi

JPM/pk

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"We work for smokers."

51847 7477